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Research Question

How do career services at Minzu University of China (MUC) adapt to the changes of the society?

- What impact does the student body have on the career services at the institution?
- What progress has the career services at MUC made thus far?
- What future improvement regarding career services are needed for the institution?

Methodology

- Qualitative
- Case study
- Interview-based
 - Current students
 - Staffs
 - Alumni



University of
Dayton

Historical Background



MUC:

- Beijing
- Founded in 1941
- Comprehensive research institution
- Unique characteristics: ethnic studies
- 65% ethnic minorities students

“Iron Rice Bowl”: people who were guaranteed lifelong jobs and benefits by working for the state sector (e.g. pension, free medical care, and cheap housing). Their children can take the job after the retirement of their parents.



Finding a job that is “secure” or “steady” is a key. People tend to not job-hopping much.

At least have a strong impact on people until the end of 1980s.

Findings

- Career Services at MUC established on July 2008
- Different strategies among non-graduates and graduates
- Emphasize on exploration and innovation (e.g. Entrepreneurship Association)
- “One-on-one” tracking and assistance for students who are having trouble finding jobs

Limitations

- Courses: much theory-oriented, less practical.
- The publicity on information are not always up-to-date.
- Instructors’ knowledge on career services varies.
- Family background impact on students’ decision making in job searching.

Recommendations

- More communication with each individual department: major-oriented; individualized
- Enhance the marketing team
- Apply career services into four-year curriculum
- Increase the number of training for staffs; cross training with other institutions

Select References

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